

SERIAL 02127 -RFP

MGMT SVCS, EXPOSITION/EXHIBIT MGMT SVCS, FINANCIAL

**AMENDMENT #1 REASSIGNMENT FROM THE GENESIS GROUP LLC TO CAPITAL
CONNECTION EFFECTIVE MAY 16, 2003**

SERIAL 02127-RFP

Page 1 of 16

CONTRACT PERIOD THROUGH AUGUST 31, 2004

TO: All Departments

FROM: Department of Materials Management

SUBJECT: Contract for **MGMT SVCS, EXPOSITION/EXHIBIT MGMT SVCS, FINANCIAL
SVCS, FUND RAISING SERVICES (EVENT MANAGEMENT/FUND
RAISING NACO CONF)**

Attached to this letter is published an effective purchasing contract for products and/or services to be supplied to Maricopa County activities as awarded by Maricopa County on **March 05, 2003**.

All purchases of products and/or services listed on the attached pages of this letter are to be obtained from the vendor holding the contract. Individuals are responsible to the vendor for purchases made outside of contracts. The contract period is indicated above.

Wes Baysinger, Director
Materials Management

SF/mm
Attach

Copy to: Clerk of the Board
Linda Mushkatel, County Administration Office
Carmen Ledesma, Materials Management



CONTRACT FOR SERVICES PURSUANT TO RFP

This Contract is entered into this **5th** day of **March 2003** by and between Maricopa County ("County"), a political subdivision of the State of Arizona, and **The Genesis Group** an Arizona corporation ("Contractor") for the purchase of **MGMT SVCS, EXPOSITION/EXHIBIT MGMT SVCS, FINANCIAL SVCS, FUND RAISING SERVICES (EVENT MANAGEMENT/FUNDRAISING NACO CONF)** services.

1.0 TERM

- 1.1 This Contract is for a term of **eighteen (18) months**, beginning on the **1st** day of **March, 2003** and ending the **31st** day of **August, 2004**.

2.0 PAYMENT

- 2.1 As consideration for performance of the duties described herein, County shall pay Contractor the sum stated in Final Pricing, attached hereto and incorporated herein as Attachment "A." Payment shall be made as set forth in the RFP and or the Best and Final Offer.
- 2.2 Payment under this Contract shall be made in the manner provided by law. Invoices shall be prepared and submitted in accordance with the instructions provided on the purchase order. Invoices shall contain the following information: purchase order number, item numbers, description of supplies and/or services, sizes quantities, unit prices, and extended totals and applicable sales/use tax. The County is not subject to excise tax.

3.0 DUTIES

- 3.1 The Contractor shall perform all duties stated in the Agreed Scope of Work, attached hereto and incorporated herein as Exhibit "B."
- 3.2 Contractor shall perform services at the location(s) and time(s) stated in Exhibit "B," or in the purchase order requesting such services.
- 3.3 During the Contract term, County shall provide Contractor's personnel with adequate workspace for consultants and such other related facilities as may be required by Contractor to carry out its contractual obligations.

4.0 TERMS & CONDITIONS

4.1 INDEMNIFICATION AND INSURANCE:

4.1.1 Indemnification.

To the fullest extent permitted by law, Contractor shall defend, indemnify, and hold harmless the County, its agents, representatives, officers, directors, officials, and employees from and against all claims, damages, losses and expenses, including but not limited to attorney fees and costs, relating to this Contract.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.

The scope of this indemnification does not extend to the negligence of the County.

4.1.2 Insurance Requirements.

Contractor, at its own expense, shall purchase and maintain the herein stipulated minimum insurance with companies duly licensed, possessing a current A.M. Best, Inc. Rating of B++6, or approved unlicensed companies in the State of Arizona with policies and forms satisfactory to the County.

All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted. Failure to do so may, at the sole discretion of the County, constitute a material breach of this Contract.

The Contractor's insurance shall be primary insurance as respects the County, and any insurance or self-insurance maintained by the County shall not contribute to it.

Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect coverage afforded under the insurance policies to protect the County.

The Contractor shall be solely responsible for the deductible and/or self-insured retention and the County, at its option, may require the Contractor to secure payment of such deductibles or self-insured retentions by a surety bond or an irrevocable and unconditional letter of credit.

The County reserves the right to request and to receive, within ten (10) working days, certified copies of any or all of the herein required insurance policies and/or endorsements. The County shall not be obligated, however, to review such policies and/or endorsements or to advise Contractor of any deficiencies in such policies and endorsements, and such receipt shall not relieve Contractor from, or be deemed a waiver of the County's right to insist on strict fulfillment of Contractor's obligations under this Contract.

The insurance policies required by this Contract, except Workers' Compensation, shall name the County, its agents, representatives, officers, directors, officials and employees as Additional Insureds.

The insurance policies required hereunder, except Workers' Compensation, shall contain a waiver of transfer of rights of recovery (subrogation) against the County, its agents, representatives, officers, directors, officials and employees for any claims arising out of Contractor's work or service.

4.1.2.1 Commercial General Liability. Contractor shall maintain Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence with a \$2,000,000 Products/Completed Operations Aggregate and a \$2,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of this Contract which coverage will be at least as broad as Insurance Service Office, Inc. Policy Form CG 00 01 10 93 or any replacements thereof.

The policy shall contain a severability of interest provision, and shall not contain a sunset provision or commutation clause, or any provision which would serve to limit third party action over claims.

The Commercial General Liability additional insured endorsement shall be at least as broad as the Insurance Service Office, Inc.'s Additional Insured, Form CG 20 10 11 85, and shall include coverage for Contractor's operations and products and completed operations.

If the Contractor subcontracts any part of the work, services or operations awarded to the Contractor, Contractor shall purchase and maintain, at all times during prosecution of the work, services or operations under this Contract, an Owner's and Contractor's Protective Liability insurance policy for bodily injury and property damage, including death, which may arise in the performance of the Contractor's work, service or operations under this Contract. Coverage shall be on an occurrence basis with a limit not less than \$1,000,000 per occurrence, and the policy shall be issued by the same insurance company that issues the Contractor's Commercial General Liability insurance.

4.1.2.2 Automobile Liability. Contractor shall maintain Automobile Liability insurance with an individual single limit for bodily injury and property damage of no less than \$1,000,000, each occurrence, with respect to Contractor's vehicles (whether owned, hired, non-owned), assigned to or used in the performance of this Contract.

4.1.2.3 Workers' Compensation. The Contractor shall carry Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Contractor's employees engaged in the performance of the work or services, as well as Employer's Liability insurance of not less than \$1,000,000 for each accident, \$1,000,000 disease for each employee, and \$1,000,000 disease policy limit.

If any work is subcontracted, the Contractor will require Subcontractor to provide Workers' Compensation and Employer's Liability insurance to at least the same extent as required of the Contractor.

4.1.3 Certificates of Insurance.

Prior to commencing work or services under this Contract, Contractor shall furnish the County with certificates of insurance, or formal endorsements as required by the Contract in the form provided by the County, issued by Contractor's insurer(s), as evidence that policies providing the required coverage, conditions and limits required by this Contract are in full force and effect. Such certificates shall identify this contract number and title.

In the event any insurance policy(ies) required by this Contract is(are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the Contractor's work or services and as evidenced by annual Certificates of Insurance.

If a policy does expire during the life of the Contract, a renewal certificate must be sent to the County fifteen (15) days prior to the expiration date.

4.1.4 Cancellation and Expiration Notice.

Insurance required herein shall not be permitted to expire, be canceled, or materially changed without thirty (30) days prior written notice to the County.

4.2 **PROCUREMENT CARD ORDERING CAPABILITY:**

It is the intent of Maricopa County to utilize the Bank of America MasterCard Procurement Card, or other procurement card that may be used by the County from time to time, to place and make payment for orders under the Contract.

4.3 NOTICES:

All notices given pursuant to the terms of this Contract shall be addressed to:

For County:

Maricopa County
Department of Materials Management
Attn: Director of Purchasing
320 West Lincoln Street
Phoenix, Arizona

For Contractor:

The Genesis Group
Attn: Katherine De Tristan Valenzuela, Vice President
2525 East Camelback Road Ste #730
Phoenix, AZ 85016

4.4 REQUIREMENTS CONTRACT:

Contractor signifies its understanding and agreement by signing this document, that this Contract is a requirements contract. This Contract does not guarantee any purchases will be made. Orders will only be placed when County identifies a need and issues a purchase order.

Contractor shall take no action under this Contract unless specifically requested by County, which shall submit a written purchase order to Contractor requesting that work be performed or product be delivered.

County reserves the right to cancel purchase orders within a reasonable period of time after issuance. Should a purchase order be canceled, the County agrees to reimburse the Contractor for actual and documented costs incurred by the Contractor pursuant to the purchase order. The County will not reimburse the Contractor for any costs incurred after receipt of cancellation, or for lost profits, or shipment of product or performance of services prior to issuance of a purchase order.

Contractor agrees to accept verbal cancellation of purchase orders.

4.5 ESCALATION:

Any requests for reasonable price adjustments must be submitted thirty (30) days prior to the Contract expiration date. Requests for adjustment in cost of labor and/or materials must be supported by appropriate documentation. If County agrees to the adjusted price terms, County shall issue written approval of the change. The reasonableness of the request will be determined by comparing the request with the Producer Price Index or by performing a market survey.

4.6 TERMINATION:

County may unconditionally terminate this Contract for convenience by providing thirty (30) calendar days advance notice to the Contractor.

County may terminate this Contract if Contractor fails to pay any charge when due or fails to perform or observe any other material term or condition of the Contract, and such failure continues for more than ten (10) days after receipt of written notice of such failure from County, or if Contractor becomes insolvent or generally fails to pay its debts as they mature.

4.7 STATUTORY RIGHT OF CANCELLATION FOR CONFLICT OF INTEREST:

Notice is given that pursuant to A.R.S. § 38-511 the County may cancel this Contract without penalty or further obligation within three years after execution of the contract, if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County is at any time while the Contract or any extension of the Contract is in effect, an employee or agent of any other party to the Contract in any capacity or consultant to any other party of the Contract with respect to the subject matter of the Contract. Additionally, pursuant to A.R.S § 38-511 the County may recoup any fee or commission paid or due to any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County from any other party to the contract arising as the result of the Contract.

4.8 OFFSET FOR DAMAGES;

In addition to all other remedies at law or equity, the County may offset from any money due to the Contractor any amounts Contractor owes to the County for damages resulting from breach or deficiencies in performance under this contract.

4.9 ADDITIONS/DELETIONS OF SERVICE:

The County reserves the right to add and/or delete products and/or services provided under this Contract. If a requirement is deleted, payment to the Contractor will be reduced proportionately to the amount of service reduced in accordance with the bid price. If additional services and/or products are required from this Contract, prices for such additions will be negotiated between the Contractor and the County.

4.10 SUBCONTRACTING:

The Contractor may not assign this Contract or subcontract to another party for performance of the terms and conditions hereof without the written consent of the County, which shall not be unreasonably withheld. All correspondence authorizing subcontracting must reference the Bid Serial Number and identify the job project.

4.11 AMENDMENTS:

All amendments to this Contract must be in writing and signed by both parties.

4.12 RETENTION OF RECORDS:

The Contractor agrees to retain all financial books, records, and other documents relevant to this Contract for five (5) years after final payment or until after the resolution of any audit questions which could be more than five (5) years, whichever is longer. The County, Federal or State auditors and any other persons duly authorized by the Department shall have full access to, and the right to examine, copy and make use of, any and all said materials.

If the Contractor's books, records and other documents relevant to this Contract are not sufficient to support and document that requested services were provided, the Contractor shall reimburse Maricopa County for the services not so adequately supported and documented.

4.13 AUDIT DISALLOWANCES:

If at any time County determines that a cost for which payment has been made is a disallowed cost, such as overpayment, County shall notify the Contractor in writing of the disallowance. County shall also state the means of correction, which may be but shall not be limited to adjustment of any future claim submitted by the Contractor by the amount of the disallowance, or to require repayment of the disallowed amount by the Contractor.

4.14 **VALIDITY:**

The invalidity, in whole or in part, of any provision of the Contract shall not void or affect the validity of any other provision of this Contract.

4.15 **RIGHTS IN DATA:**

The County shall have the use of data and reports resulting from this Contract without additional cost or other restriction except as provided by law. Each party shall supply to the other party, upon request, any available information that is relevant to this Contract and to the performance hereunder.

4.16 **INTEGRATION**

This Contract represents the entire and integrated agreement between the parties and supersedes all prior negotiations, proposals, bids, communications, understandings, representations, or agreements, whether oral or written, express or implied.

IN WITNESS WHEREOF, this Contract is executed on the date set forth above.

CONTRACTOR

AUTHORIZED SIGNATURE

PRINTED NAME AND TITLE

ADDRESS

DATE

MARICOPA COUNTY

BY: _____
DIRECTOR, MATERIALS MANAGEMENT

DATE

BY: _____
CHAIRMAN, BOARD OF SUPERVISORS

DATE

ATTESTED:

CLERK OF THE BOARD

DATE

APPROVED AS TO FORM:

MARICOPA COUNTY ATTORNEY

DATE

~~THE GENESIS GROUP LLC, 2525 E CAMELBACK ROAD STE #730, PHOENIX, AZ 85016~~
CAPITAL CONNECTION, 7776 E JOSHUA TREE LANE, SCOTTSDALE, AZ 85250

WILLING TO ACCEPT FUTURE SOLICITATIONS VIA EMAIL: ☒ X ☐ YES ☐ NO

PRICING SHEET P089504/B0604333

PRICING:

NOTE: DO NOT INCLUDE SALES/USE TAX IN YOUR BID PRICE. The percentage of sales/use tax applicable to this contract will be listed on the purchase order and allowed at time of payment. BIDDERS CERTIFY BY SIGNING THIS AGREEMENT THAT PRICES BID ARE F.O.B. DESTINATION IN ACCORDANCE WITH THE TERMS AND CONDITIONS SET FORTH HEREIN.

ITEM DESCRIPTION

- 1.0 All inclusive event planning, fund raising and transportation services planning, as defined herein:
Pricing shall be offered as a "flat fee" and shall not include reimbursable expenses,

PROFESSIONAL CONSULTING FEES

\$250,000.00 Flat Project Fee (March 2003 – August 2004)

Payments for services/tasks rendered in accordance with this contract shall be in equal increments of \$13,888.89, payable monthly, for the 18 month duration of this contract. Total flat fee shall not exceed \$250,000.00.

Fundraising Incentive Bonuses:

\$1,100,000.00 = 15 % or \$15,000.00

\$1,200,000.00 = 15 % or \$15,000.00

\$1,300,000.00 = 20 % or \$20,000.00

Fundraising incentive bonuses, if any, shall not be paid until "pledges" are "collected"

All reimburseable expenses shall be pre-approved by the County.

Terms: 2% 10 DAYS NET 30

Federal Tax ID Number: ~~86-0911605~~ **Private**

Vendor Number: ~~860911605~~ **G626741000 A**

Telephone Number: ~~602/952-7140~~ **480/607-2882**

Fax Number: ~~602/952-7140~~ **480/607-2727**

Contact Person: ~~Katherine De-Tristan Valenzuela~~ **Stacey L Pawlowski**

E-mail Address: ~~kmtgenesis@aol.com~~ **capcon@cox.net**

Contract Period: To cover the period ending **August 31, 2004.**

EFFECTIVE DATE OF CHANGE IS MAY 16, 2003

EXHIBIT B

MGMT SVCS, EXPOSITION/EXHIBIT MGMT SVCS, FINANCIAL SVCS, FUND RAISING SERVICES (EVENT MANAGEMENT/FUND RAISING NACO CONF)

1.0 INTENT:

The intent of this solicitation is to identify the most qualified contractor to provide both event planning and fund raising for an upcoming national conference and exposition Maricopa County will host. Maricopa County is seeking responses to a Request for Proposals for event management and fund raising services for the National Association of Counties (NACo) 2004 Annual Conference and Exposition. **Responses from single organizations/individuals or collaborative responses will be accepted. Collaborative responses shall be offered as one (1) response.** One (1) contract award will be made. The contract duration shall be from the date of award through completion of all conference responsibilities.

BACKGROUND

In July 2004, Maricopa County will host the annual NACo Conference and Exposition. Approximately 5,000 participants are expected to attend. The specific meeting dates are July 16 – 20, 2004 with some limited activity up to three days prior to the meeting dates. The Phoenix Civic Center in downtown Phoenix will be the meeting and exposition site. Conference participants will be accommodated in hotels ranging from one block to 10 miles from the Civic Center.

Maricopa County's responsibilities as conference host include promotional activities, multiple special events (some mandatory, others optional), transportation and shuttle bus service for delegates throughout the conference and limited VIP transportation, provision of support personnel and security. These responsibilities are set forth in more detail in Exhibit 2 3, *Memorandum of Understanding between Maricopa County and the National Association of Counties*.

An event budget has not yet been finalized. However, based on the range of host responsibilities and the experience of counties who hosted past conferences, the expenditure budget (cash and in-kind) will exceed \$1,000,000. It is Maricopa County's intent to offset, to the extent feasible, its financial obligations by raising funds/in-kind donations from the private sector, the Arizona Counties, and other public entities as appropriate. It is anticipated that corporate sponsorships of the multiple special events will provide a significant portion of the fund raising goal.

2.0 SCOPE OF WORK:

2.1 **Event Management**

In collaboration with the Maricopa County NACo 2004 Planning Committee, NACo representatives and the Maricopa County NACo Project Coordinator, take the lead in managing all mandatory special events and selected optional events falling within the scope of Maricopa County's responsibility as outlined Exhibit 2 3. Activities shall include, but not be limited to:

- 2.1.1 Develop event concepts and themes, highlighting Arizona's unique attributes and cultural diversity and taking into consideration Arizona's climatic conditions in July.
- 2.1.2 Identify and book event venues and arrange for ancillary supports such as sound systems, lighting, and all miscellaneous equipment as required.
- 2.1.3 Identify appropriate entertainment for special events and negotiate agreements as required within budgetary guidelines.
- 2.1.4 Identify and arrange for all required catering support as required, adhering to any guidelines set forth by venues or other parties.

2.1.5 Be responsible for communication and handling of all business matters among venues, entertainment, catering services etc.

2.1.6 Arrange for any special permits or other requirements related to a special event.

2.2 Promotional Support

Maricopa County's Department of Public Information and the Phoenix Convention Bureau will play key roles in developing promotional materials and activities as set forth in Exhibit 2 3. The contractor will provide support as required for these initiatives.

2.3 Transportation

2.3.1 The contractor will be responsible for the provision of transportation for all conference activities, including regularly scheduled hotel shuttles to the meeting and exposition sites, shuttles for special events and VIP transport as delineated in Exhibit 2 3. Specific transportation needs, at this time, are fluid. *Preliminary and finalized determinations concerning such matters as transport methods, scheduling and cost shall be pre-approved by the County. The County, shall be responsible for these costs, whether directly billed or through reimbursement.*

To date, the following geographic distribution of hotel accommodations in relation to the downtown Phoenix conference site is anticipated (hotel accommodations have not been finalized).

- 1100 rooms in downtown Phoenix (within 2 blocks of Civic Center)
- 550 rooms in south Phoenix (8/9 miles from Civic Center)
- 775 rooms in 24th Street & Camelback area (7 miles from Civic Center)
- 200 rooms in north/central Phoenix (10 miles from Civic Center)

Transportation activities include, but are not limited to:

2.3.2 Shuttles that run from the Conference site to hotels at least every ½ hour during scheduled conference times. Transportation schedules for special events shall be based on the location, type of event and target participants.

2.3.3 Clear signage facilitating conference participants' use of the transportation system and/or concierge type service at transportation pick-up spots if required.

2.3.4 Provision of amenities at pick-up spots such as bottled water.

2.3.5 VIP transportation (no more than two round trips per day) as needed and approved by NACo.

2.4 Fundraising

2.4.1 Maricopa County is responsible for raising the funds and in-kind services necessary to plan, implement and execute the host county responsibilities. The contractor will be responsible for the NACo fund raising campaign. It is expected that the successful respondent will perform at least the following activities:

- Develop campaign plan and timeline
- Generate a potential donors/sponsors list
- Develop fund raising presentation materials and script

- Recommend sponsorship guidelines and recognition mechanisms
- Manage prospecting activity and follow up
- Provide organizational support, including data base management

2.5 Availability for Meetings

The contractor will participate in all NACo Planning Committee meetings, other meetings as reasonably scheduled by the NACo Project Coordinator, and meetings set by national NACo staff.

2.6 Project Manager

The contractor will designate one individual (Project Manager) accountable for all activities delineated under this Scope of Work.

2.7 Reporting

The contractor will submit at least biweekly reports to Maricopa County for review and discussion.

2.8 Compensation/Fees

Respondents shall offer “flat fee” pricing for all efforts defined herein, not to include additional pre-approved reimbursable expenses. *Respondents shall describe any additional costs associated with this effort that will be the direct responsibility of the County. Reimbursable expenses shall be pre-approved by the County*

2.9 Tax:

No tax shall be levied against labor. Bid pricing to include all labor, overhead, tools and equipment used, profit, and any taxes that may be levied. It is the responsibility of the bidder to determine any and all taxes and include the same in bid price.

Proposal

A. Event Management

The Genesis Group Team is well positioned within Maricopa County to create, plan and execute a themed conference with complimentary ancillary events. We have established relationships with event facilities, restaurants, resorts and entertainment outlets throughout the county and the state.

We will help the County visualize each venue, from concept through implementation, and feel confident of a successful succession of extra curricular activities. Whether dining in the historic surroundings at the Heard, watching Hoop Dancers and sampling Southwestern cuisine, or perhaps rambling through the beautiful Sonoran Desert on a Pink Jeep Tour, we will craft the perfect environment to showcase our home county.

How exciting for the children and spouse of conference guests to play in the world famous pool at La Posada, wander the shops at the Borgata, take a tour of the Wildlife Park or the Botanical Gardens nestled in Papago Park. We would trolley through Old Town Scottsdale to a variety of dining establishments on a Progressive Dinner Tour with the advisory committee. Or, host a gala event at our Bank One Ballpark. And, what a treat to have the 5K Fun Run around the cool shores of Tempe Town Lake followed by a Beach Bash to congratulate the winners.

Whether we are entertaining a few or a few thousand, we have the relationships to create a one-of-a-kind experience for NACo to talk about for years to come.

B. Fundraising

FUNDRAISING – CAMPAIGN PLAN AND TIMELINE:

A comprehensive campaign plan and detailed timeline will be developed upon award of the contract. The plan and timeline will encompass 18 months of service beginning January 2003 and ending with July 2004. Although the contract requires a 12-month commitment, The Genesis Group recommends a 19-month campaign timeframe for completion of corporate sponsorship fulfillment duties and to provide ongoing support to the event planning team.

PROSPECT RESEARCH & IDENTIFICATION:

Research is a fundamental part of building a fundraising database. A viable, current and concrete prospect list is a critical element to a successful fund drive – whether for private endeavor or non-profit work. The Genesis Group will establish a goal oriented contact database by working with national representatives of NACo, corporate America and local corporate Arizona to secure high efficacy donors.

Beginning with the most logical contributors list, Genesis will work closely with NACo to research those organizations that have contributed to the past five annual conferences.

Next, as The Genesis Group has extensive local contacts in the Valley and across Arizona, a listing of corporate partners will be added to create a working database. Over the years, The Genesis Group has developed relationships with major sectors of Arizona and has worked with major corporations, Indian tribes, small businesses and the minority business community.

Even as the nature of the annual meeting is concrete, the path to securing funding often is quite fluid and contacts will be added as they are culled through research and referral.

In addition, the database will include specific background on corporate partners such as donor type, in-kind services, actual monetary contributions and average annual contributions. By cataloging each donor, a more targeted approach can be used for maximum return rate and use in securing long-term financial relationships for the event.

The Genesis Group will personally recruit and manage each prospect through initial contact, education and sponsorship commitment. Additionally, The Genesis Group will ensure that fulfillment of each sponsor is met or exceeded.

DATABASE MANAGEMENT:

The Genesis Group has the expertise to build a complete prospect database specific to NACo. Well versed in database management, The Genesis Group has a reputation of assisting organizations in creating the best records system to meet their current needs.

SPONSORSHIP PACKAGES AND PRESENTATION MATERIALS:

Arizona has several high profile events each year and competition is fierce for sponsorship dollars. It is therefore important for Maricopa County to be uniquely creative and current minded when developing the corporate sponsorship packages and presentation materials.

Corporate sponsorship packages are a primary tool in attracting financial support as well as the initial means of introducing the event to the community. With that in mind, The Genesis Group will analyze the past NACo corporate benefit packages and re-develop a sponsorship program, tailored to Arizona, to ensure its success.

Collateral materials must also be developed to assist in promoting the corporate sponsorship program to the community-at-large. Materials should include a brochure, event folder, fact sheet, status/progress updates, letterhead, calendar of events, slides of past events (for press use) and presentation boards. Media Kits can be developed with these materials for additional marketing uses throughout the span of the event.
(See Section 7 for samples)

POTENTIAL DONOR CONTACT:

After the database has been developed, a strategy for contacting potentials will be crafted. A two tiered plan, past contributors being level one and untapped donors level two, will be implemented. Additionally, The Genesis Group will assist in recruiting local finance committee members who will actively solicit corporate sponsorships for this event.

Through a well-defined corporate education program, The Genesis Group will aggressively solicit organizations and corporate sponsorships who do not have a local giving history, either monetarily or in-kind. It is important that The Genesis Group attend several solicitation meetings with the finance committee members in order to ensure that proper pledge follow-up is implemented.

The Genesis Group has long established relationships with municipalities throughout the state of Arizona. These relationships will prove to be extremely valuable in obtaining the funding goals established by Maricopa County. Many of these municipalities can be enveloped into the overall event planning process as well as prove beneficial in providing in-kind contributions.

In addition, solicitations made by The Genesis Group for the purposes of the Human Services Campus Capital Campaign can also be tied into funding requests and in-kind contributions for the NACo 2004 Annual Meeting.

PLEDGE FOLLOW-UP:

Once a pledge is made to the event, the next step is to ensure that the funds are collected. The Genesis Group has a proven track record in securing corporate donations for projects and events in an expedient manner, to meet financial goals. Tracking methods begin with a personal relationship with the donor and assuring the donor that their investment will be fulfilled.

SPONSORSHIP FULFILLMENT:

In order for an event of this magnitude to maintain a good standing in the community and to be successful in the future, sponsors must feel that they have made a sound and smart investment. Fulfillment of benefits must be executed in a timely and orderly fashion.

The Genesis Group will act as the main contact for the conference staff to ensure sponsors have received contracted benefits to their satisfaction. From collecting logos and getting banners sent to the conference headquarters to securing special corporate gifts, The Genesis Group will work diligently with each sponsor in order to make sure all parties are mutually satisfied.

C. Transportation

Transportation management is a key element of planning for this convention.

The Genesis Group will serve as the official coordinator and be responsible for all aspects of transportation including but not limited to shuttle buses, deluxe motor coaches, passenger vans, executive sedans and limousines.

The Genesis Group team possesses years of experience in managing transportation needs for projects that include everything from large conventions and events similar to NACo 2004, the transportation of supporters to municipal hearings, to VIP transportation of dignitaries and officials. Our experience staff develops a transportation plan tailored to each client's needs and budget.

D. Promotional Support

Editorial and design service capabilities are integral components to any fundraising campaign. The Genesis Group comes complete with all skills and services to accomplish these tasks. The agency works on both sides of the media, paid and earned and has key relationships with countywide media outlets. These warm and respected relationships with print, broadcast and television outlets enable the client to leverage both purchases and editorial services. In addition, The Genesis Group creates, develops and produces top notch collateral materials including brochures, posters, postcard invites, newsletters and direct mail pieces to name a few.

E. ADDITIONAL RECOMMENDED SERVICES

SPONSORSHIP LIAISON:

During the week of the conference, it is important that sponsors are treated as VIPs.

A VIP lounge, special assistance desk and break area are common elements to large events. Additionally, with out of town sponsors, a liaison to dining establishments and area attractions would be an added benefit.

The Genesis Group has experienced staff who are natives of Arizona and who can assist sponsors throughout the week. As it will have been The Genesis Group who made the original contact and developed a relationship with the sponsors over the course of the conference preparation year, this is an important additional scope of work that will provide Maricopa County with the ease of mind that its major contributors will be treated with special assistance.

MEDIA RELATIONS:

Media relations is a often a fundamental aspect of any capital campaign. It is critical for the success of the event, that The Genesis Group handles all aspects of media outreach including all releases and press conferences.

Managing the fundraising efforts, The Genesis Group will establish milestones and benchmark dates that will provide both the fundraising campaign and actual event with the necessary press coverage.

Earned media has many advantages for a project of this size and scope. Initially, press coverage will act as an incentive for potential sponsors who want visible return on their investment. Next, earned media will be an asset in packaging the sponsorship materials for future conferences.

Staff members of The Genesis Group have extensive experience in promoting events and conferences. Additionally, The Genesis Group believes that media and publicity go much farther beyond press release and follow-up. The Genesis Group will actively advance members of the media, provide daily updates where applicable and ensure on-site management of all media related concerns during the course of the conference and for as long as there is an interest in the event.

COMMUNITY RELATIONS:

Genesis Group client history has proven that community relations partnered with an aggressive media relations campaign ensures the effective outreach critical for this type of event. By reigning in both corporate and community leadership, we can then vest and enlist them into supporting the efforts of Maricopa County and NACo. No firm is more qualified and better positioned to ensure successful outreach in both the corporate, community, and political sectors.

In addition, the Genesis team is actively involved in both the Hispanic and Native American communities. In order to ensure appropriate representation of Maricopa County and the state of Arizona, the strong ties throughout both of these communities is much needed.

WRITING SERVICES:

An event with the size and scope of the NACo Annual meeting requires coordination between all disciplines – event management, fundraising and publicity – while adhering to the theme and special needs of sponsors, participants and the host county. An integral part of keeping a seamless event program, agenda and publicity is to have one entity responsible for composing written and spoken materials.

The Genesis Group has the experience and the writing talent required to add writing services into any event or publicity contract. The Genesis Group will draft scripts, remarks for corporate leaders and elected officials, compose invitations, programs, summaries, press releases and any matter of collateral materials with a cohesive and seamless blending of disciplines and theme.

Per our discussions today, February 3, 2003 and January 15, 2003, The Genesis Group Best and Final Offer is as follow:

PROFESSIONAL CONSULTING FEES

\$250,000.00 Flat Project Fee (February 2003 – July 2004)

Fundraising Incentive Bonuses:

\$1,100,000.00 = 15% or \$15,000.00

\$1,200,000.00 = 15% or \$15,000.00

\$1,300,000.00 = 20% or \$20,000.00

FUNDRAISING INCENTIVE BONUSES CLARIFICATION:

CONTRACTOR SHALL BE INCENTIVE/COMPENSATED FOR FUNDRAISING COLLECTIONS AS FOLLOWS:

FUNDRAISING COLLECTED; 15% OF THAT AMOUNT COLLECTED BEYOND \$1,000,000.00, THRU \$1,100,000.00, NOT TO EXCEED \$15,000.00.

FUNDRAISING COLLECTED; 15% OF THAT AMOUNT COLLECTED BEYOND \$1,100,000.00, THRU \$1,200,000.00, NOT TO EXCEED \$15,000.00.

FUNDRAISING COLLECTED; 20% OF THAT AMOUNT COLLECTED BEYOND \$1,200,000.00, THRU \$1,300,000.00, NOT TO EXCEED \$20,000.00

TOTAL OF FLAT PROJECT FEE AND INCENTIVE BONUSES = \$300,000.00

RESPONSIBILITIES

1. Fundraising

Genesis will take the lead (80%), with County support (20%) related primarily to sponsorship contacts (e.g., County vendor lists), face-to-face meetings with potential donors, input to and review of informational material, and interface with NACo.

2. Public Relations

- a. Collateral Design (Genesis – 100%)
- b. Production

(1) Video production: (County 80% - Genesis 20%) to including scripting and editing support

(2) Written (Genesis 80% - County 20%) Genesis will design and layout collateral material; County will utilize its internal production resources and/or County contracted resources where prices are more favorable than producing materials using Genesis subcontractors.

3. Media Relations (all media relations will be coordinated with NACo)

- Radio (Genesis will draft releases; County will manage the contacts/release)
- Television (Genesis will draft informational material; County will manage the contacts/releases)
- Releases/Alerts (Writing – Genesis, release – County)

- Interviews (Genesis will identify key informants and schedule interviews with County support)
- Advancement (Genesis 50% - County 50%)
- Scheduling (Genesis has lead with County support where internal County elected officials or directors are involved)

4. Volunteer Recruitment and Training (County 80%; Genesis 20%)

- In coordination with NACo, Genesis will help identify optimum number/types of volunteers to recruit.
- County will take lead in volunteer recruitment
- Genesis will support County in developing appropriate training materials.
- County will provide volunteer training. Genesis will support effort.
- County will track volunteers.
- Genesis will support County in identifying appropriate volunteer clothing/equipment (e.g., t-shirts, cell phones) and perks

**5. Transportation (85% Genesis [and transportation subcontractors]; 15% County)
Transportation is a “reimbursable” with prior County approval.**

- With input from NACo, County will develop transportation guidelines (e.g., hours, frequency, etc.)
- Genesis will contract with transportation providers in accordance with these guidelines and with County approval
- Genesis will manage transportation contracts and transportation functions
- County will provide trained volunteers to provide “hospitality” functions related to transportation as mutually agreed to by County and Genesis.

6. Security (Genesis 80% - to include organization, procurement and management; County 20 % - to include identification of resources based on County relationships)

7. Conference Events

a. Venue coordination:

VIP dinner – County lead (85%); Genesis (15%)
 Gala – Genesis lead (75%); County (25%)
 Spouse/Youth Tours - Genesis lead (75%); County (25%)
 Golf Packages/Opportunities - Genesis lead (75%); County (25%)
 5K -Genesis lead (75%); County (25%- especially volunteers)
 Pre- and post-conference travel packages (Genesis lead [60% ; County/PCB 40%])

b. Entertainment (Genesis 90%; County 10%)

c. Logistical Coordination (Genesis with County support – primarily volunteer based support) (Genesis 80%, County 20% - volunteer coordination)

8. Website Development Updates– This function will be closely coordinated with NACo/Phoenix Convention Bureau - (County 95% - Genesis 5% recommendations only)

9. Database Management – Genesis 100% - with exclusion of volunteers)